

SSAUK.COM/2026



#SSAUK2026

UK SELF STORAGE CONFERENCE

LEVEL UP

29 - 30 APRIL 2026 | TELFORD



the international centre



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LEVEL UP

29 - 30 APRIL 2026 | TELFORD



SIMON FORRESTER
SSA UK

In many ways that mindset mirrors running a business. Success comes from agility, learning quickly, developing skills and constantly pushing forward to the next level.

That thinking is what inspired the theme for this year's conference: Level Up.

The 2026 programme is our most ambitious yet. With more than 50 speakers, it represents the largest speaker roster we have ever assembled. What makes it particularly valuable is that much of the content is member-led. Self storage operators, suppliers and SSA UK board members are sharing practical experience from businesses they run every day, offering insight that is grounded in real operations rather than theory.

Alongside the main member sessions we also have the Level Up Theatre within the trade show, expanding the range of ideas, discussions and learning opportunities available throughout the event.

With so much happening across the programme, the best way to experience the conference is as a co-op adventure. Bring colleagues from across your team so you can divide and explore the sessions, suppliers and ideas on offer, then share what you learn when you return.

I look forward to welcoming you to Telford and to seeing how we can all level up together as an industry.

Simon Forrester
Chief Executive
Self Storage Association UK

KEYNOTE SPEAKERS



MATT BARBET
CHAIR

BROADCASTER AND JOURNALIST KNOWN FOR BBC AND SKY NEWS. MATT BRINGS ENERGY, SHARP INSIGHT AND EXPERIENCE GUIDING AUDIENCES THROUGH MAJOR EVENTS AND DISCUSSIONS.



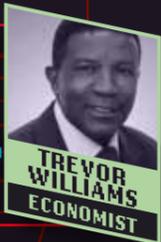
BRUCE DAISLEY
KEYNOTE

FORMER TWITTER EMEA VP AND BESTSELLING AUTHOR ON WORKPLACE CULTURE. BRUCE EXPLORES HOW ORGANISATIONS BUILD BETTER TEAMS, STRONGER LEADERSHIP AND MORE PRODUCTIVE WORKPLACES



STEFANIE SWORD-WILLIAMS
KEYNOTE

FOUNDER OF F*CK BEING HUMBLE AND LEADING VOICE ON CONFIDENCE AND VISIBILITY IN BUSINESS. STEFANIE HELPS PROFESSIONALS AND TEAMS BUILD COURAGE AND SPEAK UP.



TREVOR WILLIAMS
ECONOMIST

FORMER CHIEF ECONOMIST AT LLOYDS BANK AND RESPECTED ECONOMIC COMMENTATOR. TREVOR EXPLAINS THE TRENDS SHAPING THE UK ECONOMY AND WHAT THEY MEAN FOR BUSINESS.



VS



TWO STAGES. CHOOSE YOUR PATH.

THE CONFERENCE PROGRAMME RUNS ACROSS TWO STAGES. THE MEMBER SESSIONS DELIVER IN-DEPTH PRESENTATIONS EXPLORING THE CHALLENGES AND OPPORTUNITIES SHAPING MODERN SELF STORAGE BUSINESSES. MEANWHILE, THE LEVEL UP THEATRE ON THE TRADE SHOW FLOOR BRINGS FRESH PERSPECTIVES, PRACTICAL IDEAS AND LIVELY DISCUSSION DIRECTLY INTO THE EXHIBITION ENVIRONMENT.

TRADE SHOW

ENTER THE ARENA

WITH 60+ INDUSTRY SUPPLIERS ACROSS TWO CONNECTED HALLS, THE SSA UK TRADE SHOW IS THE PLACE TO EXPLORE THE LATEST TECHNOLOGY, INFRASTRUCTURE AND SERVICES SHAPING MODERN SELF STORAGE BUSINESSES.

50+ OUR BIGGEST ROSTER EVER!

DOUBLE THE SPEAKERS. DOUBLE THE INSIGHT

WITH MORE THAN 50 SPEAKERS ACROSS TWO STAGES, THIS YEAR'S CONFERENCE PROGRAMME IS TWICE THE SIZE OF LAST YEAR'S. OPERATORS, INDUSTRY EXPERTS AND SSA UK BOARD MEMBERS WILL SHARE REAL-WORLD EXPERIENCE, PRACTICAL STRATEGIES AND IDEAS SHAPING THE FUTURE OF SELF STORAGE.



TROPHIES UNLOCKED

CELEBRATE THE INDUSTRY'S BEST AT THE INDUSTRY AWARDS DINNER, WITH GREAT FOOD, RECOGNITION, NETWORKING AND LIVE ENTERTAINMENT.

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Self Storage Associations

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UK SELF STORAGE CONFERENCE

LEVEL UP

29 - 30 APRIL 2026 | TELFORD

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PRIZES



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PLAY NOW

* T&CS APPLY, SEE SSAUK WEBSITE FOR FULL DETAILS

#SSAUK26 - www.ssauk.com/2026



MEMBER SESSIONS.

LIMITED TO SSA UK MEMBERS AND SUBSCRIBERS

DAY ONE | 29 APRIL



☕ 08:15 TO 09:20 // REGISTRATION / REFRESHMENTS / TRADE SHOW

1ST **09:20 to 09:30** **OPENING & WELCOME**
MATT BARBET
 CONFERENCE CHAIR
 Matt Barbet hits start on the Level Up conference, welcoming delegates and powering up the event. Over the next two days, you'll unlock insight, bonus knowledge, and high-score ideas designed to move your business to the next level. Grab your controller, choose your path, and get ready to raise your game.

2ND **09:30 to 09:35** **SPONSOR PRESENTATION**
JANUS INTERNATIONAL EUROPE
 Janus International Europe is the global leader in sustainable self storage solutions, providing end-to-end services including consultation, design, manufacturing, and installation of self storage systems across Europe and worldwide.

3RD **09:35 to 10:20** **BUILDING CULTURES WHERE PEOPLE THRIVE**
BRUCE DAISLEY
 KEYNOTE
 A warm, practical exploration of what really makes work meaningful: connection, trust and purpose. Culture isn't your values statement; it's how people act in meetings, make decisions and treat one another under pressure. In a fast, digital world, human connection has become the most undervalued driver of success. Bruce shows how everyday behaviours shape culture and why organisations that focus on the human experience outperform those chasing perks or buzzwords.

4TH **10:20 to 10:40** **SSA UK UPDATE**
SIMON FORRESTER & HELEN BOURKE
 SSA UK
 Twelve months is a long time at the Association. With an established CEO now firmly in place and ambitious plans already taking shape, there's plenty to share, and plenty of ways for members to get involved. Simon and Helen will walk through the revised MAP, new contracts for Scotland and Northern Ireland, progress on Storer Check, enhanced member benefits, upcoming initiatives, tech developments, and the latest member survey results, along with how you can help shape what comes next.

5TH **10:40 to 11:20** **ECONOMIC OUTLOOK**
TREVOR WILLIAMS
 ECONOMIST
 Our favourite economist returns with a clear, independent view of the UK economy. In a period of uncertainty, Trevor explores growth, inflation, interest rates, employment, and consumer confidence, outlining what the next 12 months may hold and what it means for strategic, operational, and investment decisions.

☕ 11:20 TO 12:05 // MORNING REFRESHMENTS / TRADE SHOW / NETWORKING

6TH **12:05 to 12:10** **SPONSOR PRESENTATION**
STORA
 Stora began as a better way to run one self storage business. Today, it's the operating system modernising how self storage runs, automating operations and powering growth worldwide.

7TH **12:10 to 12:40** **UK ANNUAL INDUSTRY REPORT LAUNCH**
SIMON FORRESTER
 SSA UK
STEFFAN MORGAN & DARYL PERRY
 CUSHMAN & WAKEFIELD
 This year's annual industry report provides a clear snapshot of performance and emerging trends, presented in a new, interactive format. It covers market size and growth, occupancy and pricing patterns, regional differences, customer demand, and investment activity. The session also outlines key challenges, opportunities, and the future outlook to help operators, investors, and stakeholders plan their next steps.

8TH **12:40 to 13:30** **PANEL: FUTURE FOCUS, THE NEXT CHAPTER FOR SELF STORAGE**
JIMMY GIBSON
 BIG YELLOW
CRAIG CONWAY
 JANUS INTERNATIONAL EUROPE
DOUG PERRINS
 SELF STORAGE THINKING
 As the self storage industry undergoes rapid transformation, this panel brings together leading voices to explore the forces reshaping the sector and the opportunities emerging for operators of all sizes. The discussion will cover the next wave of technology, changing customer expectations, the evolution of tech-enabled and specialised roles, and the strategies needed to sustain UK growth in an increasingly competitive market. It will also examine shifts in M&A activity, new entrants, expansion trends, and the wider investment climate. Delegates will gain a clear view of where the industry is heading and the strategic choices that will shape the next chapter for UK self storage.

☕ 13:30 TO 15:00 // LUNCH / TRADE SHOW / NETWORKING

9TH **15:00 to 15:05** **SPONSOR PRESENTATION**
KINNOVIS
 Kinnovis is an AI-powered self storage management platform built by operators, for operators. Born from real-world necessity, we help facilities across 19 European countries run more smoothly, sell smarter and serve their customers better.

10TH **15:05 to 15:30** **ELEVATING THE CUSTOMER JOURNEY**
REBECCA BROWN
 THINKWOW
 In a competitive market, delivering a seamless and memorable customer experience is key to growth and retention. This session explores how to elevate the journey from first enquiry to long-term loyalty, sharing practical strategies to improve conversion, reduce friction, and build stronger, more enduring customer relationships.

11TH **15:30 to 15:55** **UNLOCKING VALUE WITH REVENUE MANAGEMENT AND PAYMENTS IN SELF STORAGE**
JEZ LEE
 RADICAL SYSTEMS
 PLUS PARTNERS
 As the self storage sector continues to evolve, operators are exploring new ways to strengthen performance and enhance their customer experience. This session will take a forward-looking view of revenue management and payment solutions in the UK market, considering how these areas can support operational effectiveness and long-term value creation. We'll reflect on emerging trends, practical considerations, and strategic opportunities relevant to today's environment.

12TH **15:55 to 16:20** **CONGRATULATIONS, YOU'RE A TECH COMPANY NOW**
GAVIN SHIELDS
 STORA
 Five years ago, we talked about online bookings and unstaffed sites. The next wave is far bigger. AI and automation will transform how customers find storage, how sales happen, and how sites operate. Gavin Shields maps the next 3-5 years and the scale stack operators need to build to grow without margin loss or spiralling complexity.

13TH **16:20 to 16:30** **DAY ONE COMPLETE**
MATT BARBET
 CONFERENCE CHAIR
 Matt Barbet presses pause on Day One of Level Up, reflecting on the insights, ideas, and high-score moments shared throughout the day. As the arcade lights dim on today's sessions, it's time to recharge, connect, and get ready to press start again for another level tomorrow.

18:30 to 19:30 **PRE-DINNER DRINKS + YSN NETWORKING DRINKS RECEPTION**

19:30 to 22:30 **ANNUAL INDUSTRY AWARDS DINNER**

22:30 to LATE **AFTER PARTY WITH DJ**



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MEMBER SESSIONS.

LIMITED TO SSA UK MEMBERS AND SUBSCRIBERS

DAY TWO | 30 APRIL



08:15 TO 09:15 // REGISTRATION / REFRESHMENTS / TRADE SHOW

1ST 09:15 to 09:20 **OPENING & WELCOME**
MATT BARBET
 CONFERENCE CHAIR
 Matt Barbet presses start on Day Two of Level Up, welcoming delegates back for another round. Today brings fresh insight, new strategies, and high-score ideas to help move your business forward. It's time to level up again and raise your game.

2ND 09:20 to 09:25 **SPONSOR PRESENTATION**
KUBOID
 Kuboid has 20+ years of experience providing international self storage solutions, and are experts in the design, manufacture and installation of high-quality self storage facilities across the UK and Europe.

3RD 09:25 to 10:10 **DON'T SHRINK YOURSELF: OWNING YOUR VALUE AT WORK**
STEFANIE SWORD-WILLIAMS
 KEYNOTE
 Too many talented people hold back, softening their voices, downplaying achievements or waiting to be noticed. In this empowering and highly relatable keynote, Stephanie challenges the idea that confidence is arrogance and explores why "staying small" helps no one. Blending personal storytelling with cultural insight, she shows how individuals can own their value and how organisations can create environments where people feel confident to speak up, be seen and thrive.

4TH 10:10 to 11:00 **PANEL: MAXIMISING YOUR VALUE: HOW BUYERS AND INVESTORS SEE YOUR SITE**
 CHAIRED BY **SIMON HIGGINS**
LEVY REAL ESTATE
MARC OURSIN
SHURGARD
THOMAS BLANGY
QUADREAL
NEIL NEWMAN-SHEPHERD
NNS CONSULTING
 Understanding how buyers and investors evaluate self storage facilities is essential for operators looking to grow, refinance, or plan a future exit. In this session, our industry panel will share how they assess the true value of a self storage site from different perspectives. The discussion will explore the key factors that influence pricing and demand, providing insight into what drives investor confidence, what raises red flags during due diligence, and how operators can position their businesses to achieve premium valuations. The session will also examine how financial reporting, technology systems, branding, and customer experience impact perceived value.

5TH 11:00 to 11:20 **BUSINESS RATES UPDATE**
BRIAN REES
JLL
 Business rates remain one of the most complex costs for self storage operators. Brian provides a clear update on recent reforms, valuations, relief schemes, and appeals, explaining how assessments are calculated and where savings may exist. Learn how to review liabilities, challenge errors, and manage business rates strategically.

11:20 TO 12:05 // MORNING REFRESHMENTS / TRADE SHOW / NETWORKING

6TH 12:05 to 12:10 **SPONSOR PRESENTATION**
RADICAL SYSTEMS
 RADical Systems Space Manager software is the most feature-rich and versatile software available to storage businesses. An out-of-the-box solution designed to fit your business, whatever size it is or may become.

7TH 12:10 to 12:25 **WHAT AI TOOLS ARE GEN Z SELF STORAGE OWNERS USING?**
HUNTER WEBB
LANDLORD
 Generation Z grew up with iPhones in their hands and AI in their classrooms. So, how are they using AI to turn self storage facilities into automated cashflow machines? AI has the potential for 24/7 customer support chatbots, instant market-wide price analysis, predictive maintenance, sleepless security and more. Find out how to use AI so you can confidently future-proof your facility.

8TH 12:25 to 13:05 **PANEL: WHAT WILL AI IN SELF STORAGE LOOK LIKE IN 10 YEARS?**
HUNTER WEBB
LANDLORD
FRED DE RYCKMAN DE BETZ
H*LD SELF STORAGE
PROF. ANDY PARDOE
INFORMED AI
 Our panel will share their vision of where AI is heading and what that means for the self storage industry. They'll explore the rise of agentic AI and the new opportunities it creates for automation, decision-making and customer experience. Expect some fervent debate as old school and new school clash, and expect to leave having levelled up your insight on what the future holds for the world of self storage.

13:05 TO 14:30 // LUNCH / TRADE SHOW / NETWORKING

9TH 14:30 to 14:35 **SPONSOR PRESENTATION**
MYSTERY PLAYER
 A player is queued to enter the game. A sponsor presentation will take the stage in this session to share insights, ideas, and practical solutions designed to help operators sharpen performance and stay competitive.

10TH 14:35 to 15:15 **PANEL: THE FUTURE OF SELF STORAGE ARCHITECTURE**
 CHAIRED BY **SIMON FORRESTER**
SSA UK
CHRIS LENEHAN
AEW ARCHITECTS
JEFF STOKES
DMWR ARCHITECTS
GEOFF MEGARITY
BELL CORNWELL
 Self storage design is undergoing a major transformation. Once defined by basic, utilitarian buildings, the sector is now developing more sophisticated, people-centred facilities that integrate into urban and mixed-use environments. This panel explores how self storage architecture is evolving and what it means for operators, developers and investors. Panellists will examine the shift from purely functional buildings to experience-led spaces that strengthen brand perception and customer loyalty. The session will also explore urban integration, adaptive reuse, premium materials compact site solutions, and how design shapes the customer journey. Finally, it will consider rising consumer expectations, technology integration and the role of automation and AI in future facilities.

11TH 15:15 to 15:55 **INTERNAL CREATIVE MARKETING**
 CHAIRED BY **MATT BARBET**
CONFERENCE CHAIR
CHRIS HICKMAN
CUBOID
WILL CORBETT
STORAGE OPERATOR SOLUTIONS
WILL SOWERBY
H*LD SELF STORAGE
 In an increasingly competitive market, standing out requires more than standard promotions, price discounts and "business as usual" advertising. Many operators are finding new ways to connect with customers, build stronger brands and drive demand through creativity and originality. This panel session will share examples of innovative campaigns, bold branding initiatives and creative digital strategies to encourage you to rethink your approach to marketing. Panelists will explain what they did, why they took the risk and the measurable impact it had on enquiries, occupancy and brand recognition. You can stay commercially focused and still experiment with new ideas.

12TH 15:55 to 16:20 **COMBATING CRIMINAL ACTIVITY**
ROB DOVEY
DSOC
 Crime in the self storage sector is evolving, across both internal facilities and external container sites, and operators need to understand not just what is happening, but why. This session explores the criminal risk-versus-reward mindset and how offenders assess sites before acting. By understanding the decision-making process, operators can practically shift the balance, increasing perceived risk, reducing reward and making their sites less attractive targets.

13TH 16:20 to 16:30 **DAY TWO COMPLETE**
MATT BARBET
CONFERENCE CHAIR
 Matt Barbet closes Level Up 2026, reflecting on the insights, strategies and standout moments from two high-energy days. As the arcade lights fade, it's time to take what you've unlocked and put it into play. The game doesn't end here, it continues in your business. See you at the next level.

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**VISIT
THE JANUS
TEAM!**



UK Manager of the Year



UK SELF STORAGE
INDUSTRY AWARDS



UK Independent Operator Store of the Year

Sponsored by
BASIL FRY & COMPANY



UK External Storage Operator Site of the Year



Supplier Collaboration of the Year

**ANNUAL
INDUSTRY
AWARDS
DINNER
2026**



YSN Operator Member of the Year

Sponsored by
H*LD



UK Innovation Award

Sponsored by
stora



Marketing Campaign of the Year

Sponsored by
LÖDIGE INDUSTRIES



Sponsored by



UK Multi-Site Operator Site of the Year

Sponsored by
JANUS INTERNATIONAL EUROPE

Celebrate the industry's biggest achievements with reception drinks, live entertainment and the awards ceremony as the bar stays open all night and the DJ takes the evening to another level.



Reception Drinks
Sponsored by



**WEDNESDAY 29 APRIL
6:30PM**



Dinner Wine
Sponsored by



Bar & DJ until late
Smart but not black tie

#SSAUK26 - www.ssauk.com/2026

THEATRE

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INTRODUCING OUR BRAND NEW TRADE SHOW THEATRE, AN ENERGISED LEARNING ARENA SET DIRECTLY ON THE EXHIBITION FLOOR. WITH 24 PRACTICAL, INSIGHT-PACKED SESSIONS, OPERATORS AND NEW ENTRANTS CAN DROP IN AND OUT ACROSS TWO DAYS, CHOOSING THE TOPICS THAT MATTER MOST. GAIN EXPERT GUIDANCE, FRESH IDEAS, AND ACTIONABLE STRATEGIES TO STRENGTHEN PERFORMANCE AND DRIVE GROWTH. COMFORTABLE TIERED SEATING AND PERSONAL HEADSETS CREATE A FULLY IMMERSIVE EXPERIENCE, DELIVERING CLARITY AND FOCUS WHILE KEEPING YOU RIGHT AT THE HEART OF THE TRADE SHOW.



DAY ONE | 29 APRIL

1 ST	09:40 to 09:45	INTRODUCTION & WELCOME 1ST CONTAINERS THEATRE SPONSOR	The Trade Show Theatre sponsors, 1st Containers, open the theatre on day one and welcome delegates to a programme of practical sessions, demonstrations and fresh ideas from across the self storage industry.
2 ND	09:45 to 10:05	CONVERTING SPACE FOR SELF STORAGE BILL BRENNAN STORAGE FUTURE	This session explores how existing buildings and unconventional spaces can be successfully transformed into self storage facilities. Aimed at both newcomers and experienced operators, the presentation covers the opportunities, constraints and key considerations when repurposing assets such as warehouses, farm buildings, or non-traditional spaces like former cinemas and underground car parks. Attendees will gain practical insight into assessing suitability, overcoming common challenges, and unlocking hidden value through smart conversions.
3 RD	10:10 to 10:30	RAISING FINANCE TO BUY A SELF STORAGE BUSINESS TOM JOY PKF SMITH COOPER	Raising finance to acquire a self storage business requires clear strategy and strong preparation. This session explores funding options, lender expectations, deal structures, and common pitfalls, helping you understand how to secure capital, present a compelling case, and complete acquisitions with confidence.
4 TH	10:35 to 10:55	MLA-APPROVED LOCKSMITHS: WHY IT MATTERS JUSTIN FREEMAN MASTER LOCKSMITHS ASSOCIATION	Learn why choosing an MLA-Approved Locksmith is not just best practice but a smart risk management decision for self storage operators. This session explores what MLA approval really means, how the vetting and inspection process works, and why it matters for compliance, site security and customer trust. From lock failures and emergency access to insurance claims and reputational risk, understand the real-world consequences of using unvetted contractors and the added protection, accountability and peace of mind that comes from working with fully qualified professionals.
5 TH	11:00 to 11:20	HOW TO CHOOSE A MANAGEMENT SYSTEM THAT'S RIGHT FOR YOU DAN O'SULLIVAN TITAN SELF STORAGE	Selecting the right management system is one of the most important decisions a self storage operator can make. This presentation is designed to guide you through the process of evaluating and choosing a system that meets your operational needs, enhances efficiency and supports business growth. Attendees will learn how to assess vendors, compare options, and avoid common pitfalls when implementing a new system. It will cover key considerations, including functionality, scalability, integration with payment and access systems, reporting capabilities, and ease of use for staff.
11:20 TO 12:05 // MORNING REFRESHMENTS / TRADE SHOW / NETWORKING			
6 TH	12:05 to 12:25	TRANSFORMING SPACES: FROM TRADITIONAL BUSINESS TO SELF STORAGE SUCCESS DAVID MCCUTCHEON SIMPLE SELF STORAGE	Discover the journey of someone who has successfully transitioned from a different sector (40,000 pallets) into the booming self storage industry. This presentation explores practical strategies, key challenges and real-world lessons learned, offering actionable insights for anyone considering converting an existing property or business into a profitable self storage operation. Learn how to identify opportunities, optimise spaces, and navigate the conversion process for maximum success.

7 TH	12:30 to 12:50	GETTING TO GRIPS WITH SITE SECURITY BEN KELLY OPSYS FIRE & SECURITY	Effective security is vital to protect assets, maintain customer trust and reduce risk in self storage operations. This session outlines the key components of a robust security strategy, including access control, CCTV, alarms, perimeter protection and on-site and remote management. Learn how to identify vulnerabilities, implement cost-effective measures, meet regulatory standards and use staff training, communication and technology to create a secure, professional facility.
8 TH	12:55 to 13:15	OPTIMISING SITE SELECTION AND USE PAUL WHITTAKER FLEXISS GROUP	This presentation explores the key factors behind successful self storage site selection and development. Designed for operators looking to expand or refine their portfolios it covers identifying strong locations, assessing market demand and evaluating site feasibility. Attendees will gain practical insight into demographics, competitor mapping, planning considerations, development costs, and risk management. The session also highlights common pitfalls and proven strategies to maximise return on investment while reducing development risk.
13:30 TO 15:00 // LUNCH / TRADE SHOW / NETWORKING			
9 TH	13:20 to 13:40	GETTING THE PHONE RINGING: DRIVING ENQUIRIES AND BOOKINGS FOR SELF STORAGE OPERATORS RACHEL HAND STORAGE KING MANAGEMENT FIRST	In today's competitive self storage market, generating consistent, high-quality enquiries is essential for sustained growth. This session is designed to equip you with practical, proven strategies to increase inbound calls, online enquiries and walk-in traffic. The session highlights how to convert enquiries into confirmed bookings through improved call handling, customer engagement and follow-up processes. By the end of the presentation, you will understand how to attract more leads, improve enquiry conversion rates and ultimately increase occupancy and revenue, ensuring your phones keep ringing.
10 TH	15:00 to 15:20	CONSIDERING YOUR END-GAME MATTEO TIMPANI CROWE U.K. LLP	This presentation helps self storage operators prepare for a successful and profitable business exit, whether imminent or part of long-term planning. It explains why early exit planning is critical and how it can significantly increase business value. Attendees will gain practical insight into valuation, financial readiness, operational optimisation and the key factors that attract buyers and investors. The session also covers succession planning, timing and common mistakes that can reduce sale value or delay a transaction, providing clear, actionable guidance for owners at any stage.
11 TH	15:25 to 15:45	PLANNING FOR SELF STORAGE MIKE COLE BELL CORNWELL	An introductory presentation designed for those new to the self storage industry or with limited experience in development and planning. It provides a clear, practical overview of the self storage planning process, covering key considerations, common challenges and how to navigate them effectively. Attendees will gain a better understanding of what's involved from early feasibility through to securing planning approval, helping them avoid common pitfalls and approach projects with greater confidence.
12 TH	15:50 to 16:10	HOW TO MANAGE THE AUCTIONS AND CLEARANCE PROCESS OF CUSTOMERS' GOODS IN SELF STORAGE ANDY MARKS KEEPER'S COTTAGE	Managing the auction and clearance of customers' goods is a critical process for operators, both for regulatory compliance and revenue recovery. This 20-minute presentation is designed to provide operators with practical guidance on handling this sensitive aspect of operations efficiently, legally and professionally. The presentation session will cover key topics, including documentation, valuation of goods and the organisation of auctions or clearances. Learn how to minimise risk, maximise returns and recover value from unoccupied units.
13 TH	16:15 to 16:35	HOW SSA UK CAN HELP YOU START AND THRIVE EMMA GREENWOOD & STEPHEN RAMAGE SSA UK	This presentation highlights how the association helps operators get started, build knowledge, stay compliant and grow with confidence through training, networking, industry insights and ongoing support with practical resources and guidance. Attendees will learn how to make the most of their membership and accelerate their success in the self storage industry.

THEATRE

SPONSORED BY



DAY TWO | 30 APRIL

1 ST	09:15 to 09:20	INTRODUCTION & WELCOME 1ST CONTAINERS THEATRE SPONSOR	Start day two in the Trade Show Theatre with a welcome from the theatre sponsors, 1st Containers, as they kick off another day of insight, discussion and practical learning on the trade show floor.
2 ND	09:20 to 09:40	MODERNISATION AND TECH-DRIVEN EFFICIENCY IN SELF STORAGE DAVID HUGHES STORA	In today's digital self storage landscape, modern technology is key to improving efficiency, profitability, security and customer satisfaction. This session explores digital access, cloud management software, automated billing, remote monitoring and online booking tools, showing how to streamline operations, reduce costs and integrate systems without losing control or service quality.
3 RD	09:45 to 10:05	RISK MANAGEMENT AMY KING BASIL FRY & COMPANY	Led by an experienced self storage insurance broker, this session examines how operators can identify, assess and mitigate risks across their facilities, teams and customers. From property and liability exposures to emerging threats and regulatory issues, gain practical guidance on reviewing insurance cover, strengthening risk management, avoiding common pitfalls and protecting long-term business continuity.
4 TH	10:10 to 10:30	SCALING FROM YOUR FIRST TO MULTIPLE SITES JAMES BONNY BONNYS SELF STORAGE	Growing from a single site to a multi-site operation demands strategy, discipline and clear planning. This session explores site selection, market analysis, finance, staffing and operational consistency, helping you scale without compromising quality or customer experience. Gain practical insight to plan, execute and manage sustainable long-term growth.
5 TH	10:35 to 10:55	THE BUSINESS FINANCE LIFECYCLE ALEX HENNEY SQUAB SELF STORAGE	Designed for new and emerging operators, this session outlines the financial journey from start-up to sustainable profitability. Explore the lifecycle of a facility, from development costs and lease-up timelines to cash flow, breakeven and long-term returns. Learn what to expect at each stage, including funding options and debt management strategies.
6 TH	11:00 to 11:20	DISASTER MANAGEMENT ALISON GALLAGHER-HUGHES TILLYMINT MARKETING & PR	This session examines how operators can prepare for, respond to and recover from crises that threaten reputation and operations. Covering physical incidents and reputational challenges, it offers practical guidance on crisis planning, confident communication, media and social management and protecting brand credibility while minimising disruption and rebuilding trust.
11:20 TO 12:05 // MORNING REFRESHMENTS / TRADE SHOW / NETWORKING			
7 TH	12:05 to 12:25	AI IN YOUR CUSTOMER INTERACTIONS TIM BRANT-COLES BRANT SELF STORAGE	Explore how artificial intelligence is reshaping customer engagement in self storage. This session highlights practical uses of AI, from chat and voice assistants to automated follow-ups and smart CRM tools, helping improve response times, conversions and consistency. Learn how to integrate AI effectively, address data privacy and enhance service without losing the personal touch.
8 TH	12:30 to 12:50	ADD-ON SALES AND UPSELLING: MAXIMISING REVENUE IN SELF-STORAGE OPERATIONS LUCY MAIDMAN STORE AND SECURE	Maximising revenue from every customer interaction is essential. This session explores practical upselling strategies that increase income while enhancing the customer experience. Learn when and how to introduce value-added services, from insurance and packaging to premium units and extended access, presenting options confidently and ethically as helpful solutions.

9 TH	12:55 to 13:15	EXTERNAL STORAGE UPDATE: SUPPLY AND PRICING INSIGHTS SARAH MANNING SECURE STORES NATIONWIDE	This session will explore the latest forecasts for shipping container pricing and availability, highlighting the global factors shaping the market in the months ahead. Attendees will gain practical insights into expected price movements and tips to help you plan purchases and manage spend with confidence.
13:05 TO 14:30 // LUNCH / TRADE SHOW / NETWORKING			
10 TH	14:30 to 14:50	LOOKING AFTER YOUR SELF STORAGE FACILITY RICKY WILLIAMS CONTAINER TEAM	A well-maintained facility supports operational efficiency and shapes customer perception, retention and long-term profitability. This session covers building upkeep, security and access systems, fire safety, cleanliness, pest control, preventative budgeting and compliance. Learn how regular inspections, timely repairs and structured maintenance planning reduce costs and minimise disruption.
11 TH	14:55 to 15:15	TURNING EMPTY GROUND INTO GOLD: MONETISING CARAVAN & RV STORAGE BECCI BAILEY THE CARAVAN STORAGE SITE OWNERS' ASSOCIATION	Vacant units erode profitability, but unused land and hard-standing can become valuable revenue streams. This session explores how operators are monetising surplus space through caravan and RV storage, whether short term or permanent. Real case studies highlight best practice, integration, compliance, security and insurance considerations, helping you unlock new income without disrupting core operations.
12 TH	15:20 to 15:40	TOP 5 TAX ISSUES FOR NEW SELF STORAGE BUSINESSES: RELIEFS, ALLOWANCES, AND MORE TREVOR LING CROWE U.K. LLP	Starting a self storage business comes with unique tax considerations that can significantly impact profitability. This presentation highlights the five key tax issues every new self storage business owner should understand; tax reliefs, capital allowances, VAT implications, business structure decisions and allowable expenses. Gain practical insights to optimise your tax position, reduce liabilities and make informed financial decisions from day one.
13 TH	15:45 to 16:05	RECRUITING, TRAINING & RETAINING YOUR TEAM SUSANNE SAMUEL HILLINGDON HR	Focusing on the people side of building a successful self storage operation, this presentation explores how to attract the right talent, develop skills through effective training and create a positive culture that keeps teams engaged and motivated. Attendees will gain actionable insights into building a high-performing team that delivers excellent customer service and supports long-term business growth.

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VS



TWO ARENAS AWAIT. THE MEMBER SESSIONS AND THE TRADE SHOW THEATRE RUN SIMULTANEOUSLY THROUGHOUT THE TWO DAYS, EACH PACKED WITH GAME CHANGING SPEAKERS SHAPING THE FUTURE OF SELF STORAGE. CHOOSE YOUR FIGHTERS WISELY. BRING YOUR TEAM. COVER MORE GROUND. BUILD YOUR ULTIMATE COMBO AND LEVEL UP.



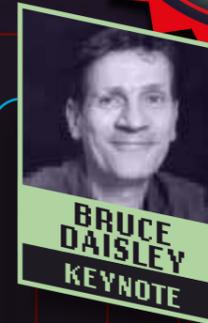
MATT BARBET CHAIR

Matt Barbet is a news broadcaster and journalist. He presented 5 News Tonight on Channel 5 for a decade. Matt has previously presented Breakfast, BBC London News (BBC One), The Cycle Show (ITV4), The Wright Stuff, The 5 O'Clock Show (Channel 5) and News Hour (Daybreak).



STEFANIE SWORD-WILLIAMS KEYNOTE

Stefanie Sword-Williams is the Founder and author of F*ck Being Humble - an empowering movement and consultancy dedicated to inspiring individuals to embrace their achievements unapologetically, and conquer the fear of self-promotion.



BRUCE DAISLEY KEYNOTE

Bruce Daisley is a best-selling author of 2019 "The Joy of Work", which was the Sunday Times number one business bestseller. His follow-up book, "Eat Sleep, Work Repeat", is a compelling manifesto for an era overwhelmed with work pressures. Bruce spent 8 years as EMEA Vice President for Twitter, having joined the company in 2012. Prior to this, he ran YouTube UK at Google and worked at Emap/Bauer and Capital Radio.

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Good morning, Lindsey
Here's what's happening across your business today

Occupancy **84.4%** +1.37%

Month-to-date sales **£535.00** 7 invoices

Awaiting payment **£1,450.00** 20 invoices

Notifications:

- ✓ Invoice paid for unit #244
- ✓ Unit #105 allocated to Charli
- ✓ ID checked for Sam W
- 🔔 Move-in email sent
- ✓ Check unit #471
- 📩 New lead created
- 📩 Text message sent to Br...
- 📩 Payment #244 recorded

Actions:

- ➕ 1 move in to allocate
- 🔍 4 tasks to complete
- 👤 3 unverified identities
- 📄 3 unsigned contracts

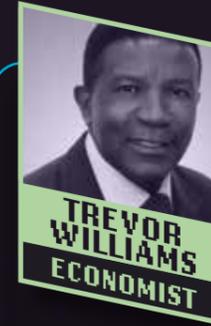
- Automate bookings, billing, and move-ins
- Integrate with your existing systems
- Unlock smarter pricing and revenue growth
- Configure Stora to fit your setup
- Run leaner operations at scale
- Switch with minimal disruption



"Stora just felt so much more modern than what we were using. It's made our day to day much easier."

Jo Moon, Director, Indoor Self Storage

SCAN TO BOOK A DEMO



Trevor Williams is a former Chief Economist at Lloyds Bank, where he held the role for over a decade. Now an author, academic and consultant,

he provides clear insight into the economic trends and policies shaping markets today. His work spans areas including energy, climate and how organisations use data to understand the wider economy. After working in the civil service while completing his economics PhD, Trevor spent more than 30 years as a City economist including senior roles at Lloyds. He brings practical analysis of inflation, earnings, trade and financial markets and explains what the numbers really mean for businesses and individuals. As rotating Chair of the Institute of Economic Affairs' Shadow Monetary Policy Committee, he closely tracks Bank of England policy and translates economic signals into intelligence organisations can use to inform strategy.



Mike Cole is a Partner at Bell Cornwell and leads the London team of Chartered Town Planners. He advises across commercial and residential development including self storage. He supports clients in navigating policy and securing planning permission through complex approval processes.



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Simon joined the Self Storage Association UK in September 2025, having previously led a range of trade associations and professional bodies at the UK and European level across such diverse sectors as jewellery, construction, healthcare, business tourism and pest control. He is responsible for the strategic direction of SSA UK and leadership of the staff team. Simon has an MBA from Birmingham City University.

professional bodies at the UK and European level across such diverse sectors as jewellery, construction, healthcare, business tourism and pest control. He is responsible for the strategic direction of SSA UK and leadership of the staff team. Simon has an MBA from Birmingham City University.



Amy King is Managing Director of Change to Basil Fry & Company. She has 15 years of insurance experience including 12

years specialising in self storage and removals. Her background spans broking claims and risk management. She supports operators with practical insurance insight and risk reduction on a daily basis.

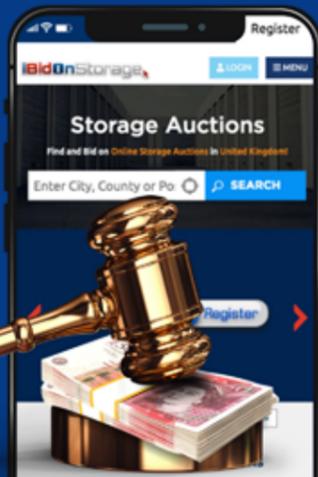


10

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- 3 **Payments:** We process bidder payments as the auction closes and **pay the net proceeds to you within 5 days** (for large volumes of auctions it will be batched and payments made within 2 weeks).
- 4 **Less Risk:** We offer a **full audit trail** of the auction results - time stamped with all the details of the auction results. Proof the market determined the final value (or no value).
- 5 **Cleaning Deposit:** We process the Cleaning Deposit for storage operators as the auction closes. We then automatically release the deposit after 5 days.
- 6 **Less Admin:** We remove the hassle chasing bidders for payment and if no buyer is reached, **your team will know within 24 hours** to relist the auction.
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- 8 **Our T&C's:** We ensure that it is the bidder's responsibility to **immediately return any GDPR items** not removed during the inventory.
- 9 **Innovating Through AI:** To help identify when a unit has been cleared, a buyer uploads a picture of the empty unit and **AI will recognise if there are items left behind** enabling sellers to release cleaning deposits themselves AND our **new AI object recognition software is coming soon**.
- 10 **Simple:** It takes **2 minutes to list** an auction and if your original customer pays, auctions can be removed at no cost to you at the click of a button.



MEMBER SESSION



TRADE SHOW THEATRE



Marc Oursin has been CEO of Shurgard Self Storage UK since January 2012. He brings extensive executive experience

and leads strategy for one of the largest operators in the market. He shares leadership insight on growth, operations and customer focused delivery at scale in the UK.



Bill Brennan entered the self storage industry over 20 years ago after a career in structural engineering and construction.

He spent five years as Design and Construction Director at Steel Storage. He later founded Storage Future and has delivered over 1000 fit-outs across the UK and Europe for operators.



Gavin Shields is CEO and co-founder of Stora and Managing Director of StoreStuff. He has a Master's

in Economics and Accounting and has worked in fintech, games tech and private equity. He focuses on software that helps operators automate workflows improve conversion and grow faster.



Sarah Manning is Managing Director of Secure Stores Nationwide which supplies container storage solutions. She has 14 years of experience in

the container industry and focuses on customer service and sector growth. She shares practical insight on external storage operations and delivery.



Simon Higgins is Head of Self Storage at Levy Real Estate with over 25 years' experience as a real estate broker. He leads

a UK-wide specialist team advising operators on preparing businesses for sale, and supporting investors with strategic market entry and transaction delivery.



Trevor Ling is a corporate tax partner at Crowe U.K. LLP based in London. He has over 22 years' experience advising on tax

structuring, commercial matters, acquisitions and disposals. He supports organisations with risk based planning solutions and pragmatic guidance for growth decisions.

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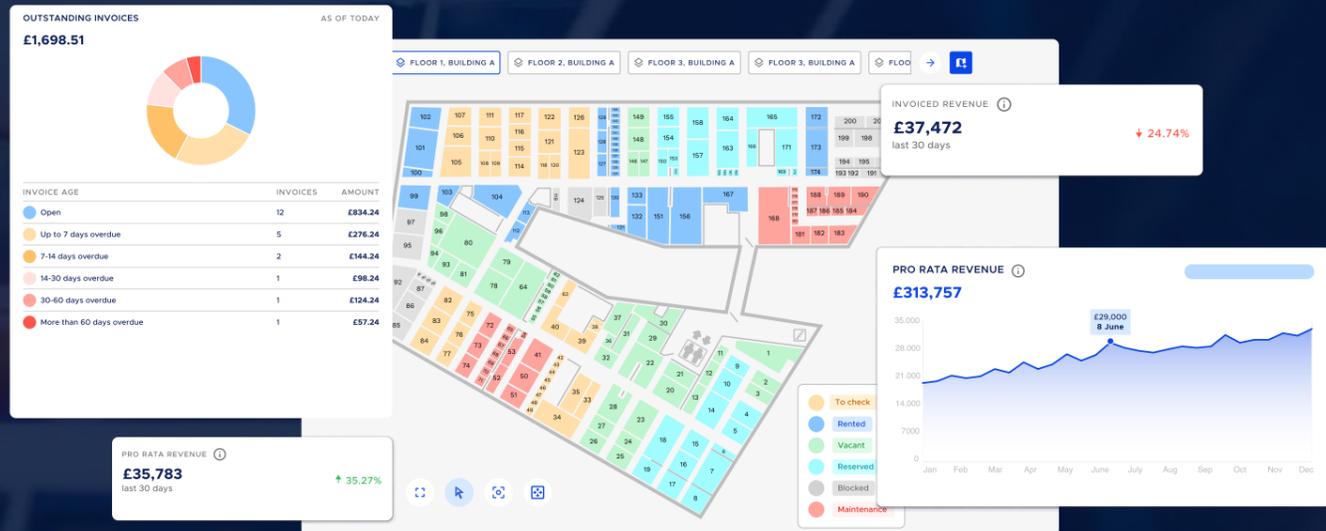
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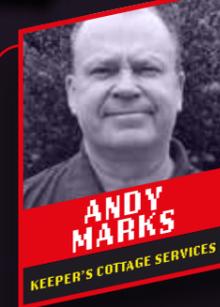


TRADE SHOW THEATRE



James Gibson co-founded Big Yellow in 1998 and has served as Chief Executive Officer since 2003. He has led the business

through multiple economic cycles while maintaining its market leading position. A chartered accountant by training, he combines operational, real estate and financial expertise with strategic leadership.



Andy Marks has a diverse business background and is Director of Keeper's Cottage Services. The company provides auction and

clearance services for self storage. He also serves on the SSA UK Board as supplier representative, and shares practical guidance on process compliance and recovery work.



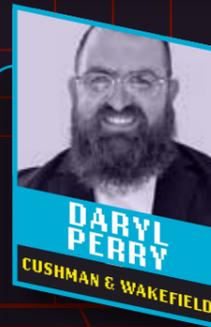
Steffan Morgan is a partner at Cushman & Wakefield and works in the self storage investment and advisory team.

He specialises in capital markets and valuation across Europe. He advises on strategy and transactions, and supports investors and operators with market insight and clear appraisal.



Stephen has been head of Membership Acquisitions at the SSA UK for 4 years seeing member numbers increase by nearly

50% in his time. With over 10 years of sales experience, predominantly in the motor trade, he believes in letting benefits of the Association speak for themselves rather than giving a hard-sell.



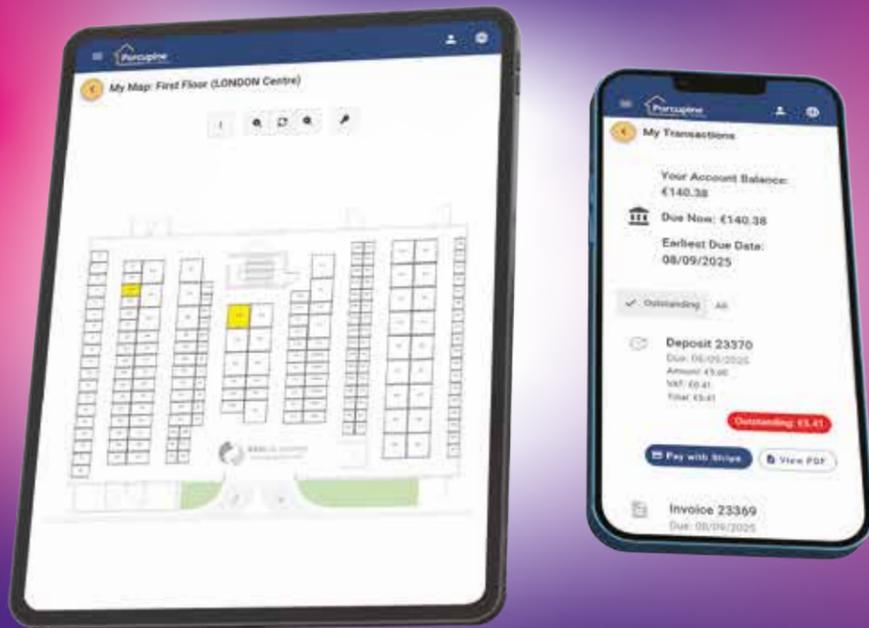
Daryl Perry heads UK Research and Insight at Cushman & Wakefield. He produces data-driven insight across

property sectors and supports the annual SSA UK industry report. He shares market analysis that helps operators understand demand, pricing trends and investment context today.



Alex Henney owns and operates Squab Storage and has eight years experience in the sector. Before self storage he

spent nearly 20 years in banking with JPMorgan, Citigroup and Credit Suisse. He brings commercial discipline and an operator mindset and is also a board member of SSA UK.



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HUNTER WEBB
LANDLORD

Hunter Webb bought his first self storage facility at 17 and built automation tools before selling the site at 19. He now leads Landlord storage software. He focuses on high automation for owners and shares practical lessons on systems process, efficiency and execution at site level.



BEN KELLY
OPSYS FIRE & SECURITY

Ben Kelly is Operations Director at OPSYS Fire and Security. He is the BAFE, nominated designer and specialises in CCTV and fire alarm systems. He holds advanced qualifications including Level 6 in Security Risk Management Consultancy and supports compliant security design for sites.



BRIAN REES
JLL

Brian Rees has dealt with business rate assessments for self storage properties since 1986. He advises on valuation issues, and engages with valuation authorities on assessment practice. He shares specialist insight to help operators understand rating risk and manage cost exposure.



LUCY MAIDMAN
STORE & SECURE SELF STORAGE

Lucy Maidman is Director of Store and Secure Self Storage in South England. She runs the business with her sister Sophie and is building a second portfolio after selling their first brand. She brings practical operator experience and a focus on service quality growth and day-to-day delivery.



GEOFF MEGARITY
BELL CORNWELL

Geoff Megarity is an Associate at Bell Cornwell and supports planning applications and strategic advice for self storage development. He helps identify risk early, and align proposals with policy objectives. His work supports projects from concept through submission and approval too.



JUSTIN FREEMAN
MASTER LOCKSMITHS

Justin Freeman is Technical Manager at the Master Locksmiths Association. Before joining in 2008, he built experience with major brands in the locksmith sector. He represents the MLA on standards committees and oversees testing and specification guidance that supports best practice.

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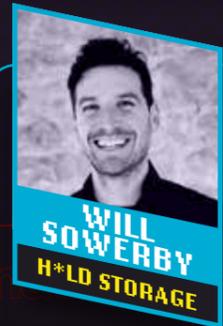
FREDERIC DE RYCKMAN DE BETZ
H*LD STORAGE

Fred founded his self storage business in 2008. The business he founded was the first in the UK to introduce online check-in & account management in 2016, and the first to introduce electronic locks throughout a store in 2020. He currently chairs the SSA UK Technology and Innovation Sector Forum.



RICKY WILLIAMS
THE SPACE PROGRAM

Ricky Williams is Managing Director of Container Team which is home of The Space Program. He serves on the Young Storage Network board. He previously worked in the motor trade for Audi and Porsche. He shares practical insight on external storage and using AI tools in business today.



WILL SOWERBY
H*LD STORAGE

Will Sowerby is Fractional CMO of H*LD Storage with over 15 years marketing experience. He helps to launch and grow challenger brands in tech and consumer sectors. He shares practical marketing insight for operators on growth strategy brand clarity and customer acquisition.



SUSANNE SAMUEL
HILLINGDON HR

Susanne Samuel is an experienced HR professional with over 20 years' experience across self storage, retail engineering and manufacturing. She founded Hillingdon HR to support businesses with people strategy. She shares practical guidance on recruiting, training and building culture.



JEZ LEE
RADICAL SYSTEMS

Jez Lee leads commercial strategy at RADical Systems. He focuses on revenue growth and helps operators unlock value through evolving SaaS platforms. His experience across property technology supports digital adoption, improved workflows and better customer journeys within self storage.



PAUL WHITTAKER
FLEXISS GROUP

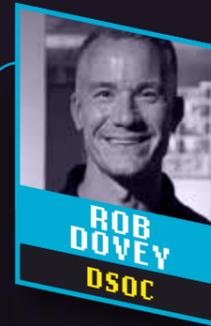
Paul Whittaker began in self storage in 2012 and has held leadership roles through acquisitions and integration. He has developed multi-purpose facilities and focuses on operational excellence. He also serves as an SSA UK board member, sharing experience on scaling teams, improving performance and delivering customer value.

Lock It. Unlock it.

AGAIN and AGAIN and AGAIN and AGAIN



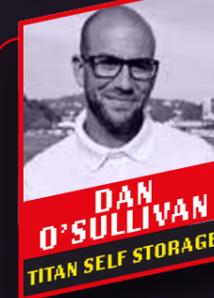
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ROB DOVEY
DSOC

Rob Dovey is Managing Director of DSOC. DSOC is an independent alarm receiving centre and CCTV monitoring specialist

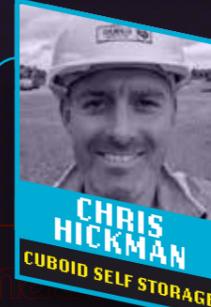
supporting over 800 self storage sites across the UK and Europe. He brings deep operational experience and a focus on security innovation, reliability and resilience.



DAN O'SULLIVAN
TITAN SELF STORAGE

Dan O'Sullivan is Head of Operations at Titan Self Storage with 15 years' sector experience. He oversees national performance and P and L responsibility.

He specialises in revenue management and scalable operations and shares practical methods to improve performance across sites today.



CHRIS HICKMAN
CUBOID SELF STORAGE

Chris Hickman is Head of Operations at Cuboid Self Storage. He transformed a small container rental project

within FI Group into a consumer-focused brand now operating across 38 sites in 31 locations. He drives expansion through land acquisition and business growth initiatives.



EMMA GREENWOOD
SSA UK

Emma Greenwood joined SSA UK in December 2023 as Membership Services Officer. She has worked in self storage since 2017,

including store management. She supports members through retention and engagement and helps connect operators with Association guidance training and sector resources.



WILLIAM CORBETT
STORAGE OPERATOR SOLUTIONS

William Corbett is Managing Director of Storage Operator Solutions, helping self storage owners streamline operations and

improve profitability. He previously held senior roles at OpenTech Alliance and Janus International Europe and brings hands-on expertise in operations technology and project delivery.



DAVID MCCUTCHEON
SIMPLE SELFSTORE

David McCutcheon co-founded Simple Selfstore after building a logistics and storage business from the ground up. He

has served on industry boards and received the 2025/26 SSA UK merit award. He brings operator insight on growth operations long-term planning and customer service focus.

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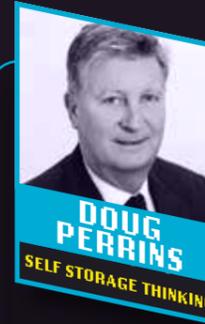
Project Management



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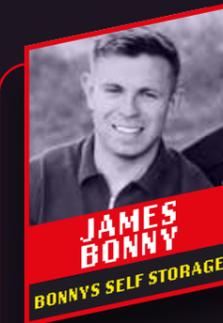


TRADE SHOW THEATRE



DOUG PERRINS
SELF STORAGE THINKING

Doug Perrins is Founder of Self Storage Thinking advising operators investors and developers on strategy operations and growth. With 37 years in self storage across 16 countries he helped shape modern industry standards and previously held senior leadership roles at Big Yellow and Ready Steady Store.



JAMES BONNY
BONNY'S SELF STORAGE

James Bonny is Director and Owner of Bonny's Self Storage Ltd. He opened his first site in 2013 and now operates five locations including a remote facility in Great Yarmouth. With a background in construction and property development, he brings practical experience across build, operations and technology-led growth.



NEIL NEWMAN-SHEPHERD
NNS CONSULTING

Neil Newman-Shepherd has almost 25 years' experience in UK and European self storage markets. As Managing Director of Lok'nStore he led portfolio growth before its £385m sale to Shurgard in 2024. He now advises institutional investors and operators across Europe on strategy and transactions.



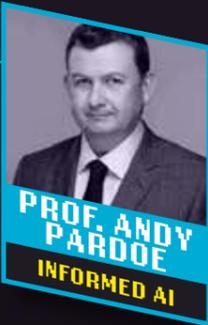
JEFF STOKES
DMWR ARCHITECTS

Jeff Stokes is a Director at DMWR Architects which has over 30 years' experience in self storage. An architect with more than 20 years in practice, he focuses on feasibility and planning strategy, and has helped secure approval for around 2m sqft of storage space working with operators and developers.



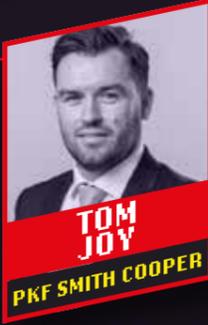
MATTEO TIMPANI
CROWE U.K. LLP

Matteo Timpani is a Partner in the Corporate Finance team at Crowe U.K. LLP specialising in mid-market M and A. He advises business owners, management teams, corporates and private equity firms on mergers, acquisitions and debt and equity fund raising, supporting strategic growth and long term value creation.



PROF. ANDY PARDOE
INFORMED AI

Prof. Andy Pardoe is a technology and futurism expert with a focus on artificial intelligence. With a lifelong background in computer science he now leads an AI consultancy advising SMEs and PLCs on adopting AI to improve processes products services and long term competitive advantage.



TOM JOY
PKF SMITH COOPER

Tom Joy is a Director in the Corporate Finance team at PKF Smith Cooper specialising in M&A and growth finance. He advises clients on buying and selling businesses and accessing debt, private credit and equity. He leads the firm's self storage team supporting operators across the UK and Europe.



CHRIS LENEHAN
AEW ARCHITECTS

Chris Lenehan is Associate Director at AEW Architects which is a B Corp certified AJ100 listed practice. He specialises in self storage design across new-build, retrofit and hybrid facilities. He applies commercial insight to planning efficient layouts and strong customer experience.



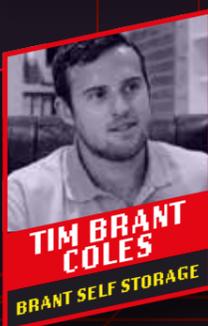
RACHEL HAND
STORAGE KING

Rachel Hand is Chief Marketing Officer at Storage King and represents Management First. With over 20 years in self storage she uses data-led marketing to drive occupancy and revenue growth. Her work focuses on performance insight, brand development and scalable marketing delivery.



THOMAS BLANGY
QUADREAL

Thomas Blangy is Senior Vice President at QuadReal International Real Estate. He focuses on building the international portfolio with emphasis on global cities in the UK and Europe. He joined in 2019 after eight years at Morgan Stanley Real Estate Investing in London and HEC Paris training.



TIM BRANT COLES
BRANT SELF STORAGE

Tim Brant Coles is owner and founder of Brant Self Storage. He opened his first store in 2008 and now operates multiple sites with others in development. He is passionate about AI and innovation and actively uses AI from start to finish when locating and operating his stores.



HELEN BOURKE
SSA UK

Helen Bourke is Operations Director at the Self Storage Association UK. She leads membership services, events and operational delivery for the Association. She brings extensive experience across membership, communications and events from previous leadership roles in professional membership bodies.



DAVID HUGHES
STORA

David Hughes is Head of Product at Stora. He leads product design and development including Public API Zapier app and Advanced Checkout integrations. He focuses on tools that help operators grow faster and improve customer journeys through better online conversion and automation.



CRAIG CONWAY
JANUS INTERNATIONAL EUROPE LTD

Craig Conway is a qualified engineer with over two decades of global experience. He became Group Managing Director of Janus International Europe in January 2025. He oversees operations across the UK Europe and Australasia and shares insight on product delivery and supply support.



ALISON GALLAGHER-HUGHES
TILLYMINT MARKETING & PR

Alison Gallagher-Hughes is founder of Tillymint Marketing and PR. She is a strategic communications specialist helping organisations build reputation and engagement through audience-led communications. Her work spans PR, digital content, internal communications and integrated campaigns.

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TRADE SHOW

ONE UNIFIED EXHIBITION

THE SSA UK TRADE SHOW BRINGS TOGETHER THE FULL SPECTRUM OF INTERNAL AND EXTERNAL STORAGE SOLUTIONS WITHIN AN INTEGRATED EXHIBITION ENVIRONMENT. OPERATORS CAN EXPLORE INFRASTRUCTURE, SYSTEMS, TECHNOLOGY, AND SPECIALIST EXPERTISE IN A CONTINUOUS JOURNEY THAT REFLECTS HOW FACILITIES ARE PLANNED, BUILT AND OPERATED IN PRACTICE.

WITH OVER 60 INDUSTRY SUPPLIERS REPRESENTED ACROSS THE EXHIBITION FLOOR, THIS EVENT IS THE MOST COMPREHENSIVE GATHERING OF SELF STORAGE EXPERTISE IN THE UK CALENDAR. FOCUSED SUPPLIER SHOWCASES; INNOVATIVE TECHNOLOGY DEMONSTRATIONS, PRACTICAL LEARNING SESSIONS AND LIVE ENGAGEMENT COMBINE TO CREATE AN EXPERIENCE BUILT FOR CLARITY, COMPARISON AND CONFIDENT DECISION-MAKING.

THIS IS WHERE THE INDUSTRY CONNECTS IN FULL VIEW.



TRADE SHOW THEATRE

LEARN. APPLY. LEVEL UP.

THE TRADE SHOW THEATRE DELIVERS 24 FOCUSED SESSIONS LED BY EXPERIENCED INDUSTRY AND BUSINESS PROFESSIONALS. TOPICS SPAN OPERATIONAL PERFORMANCE, MARKETING EFFECTIVENESS, LEGAL FRAMEWORKS AND SECTOR DEVELOPMENT.

EXHIBITOR DOME

FOCUSED SUPPLIER SHOWCASES

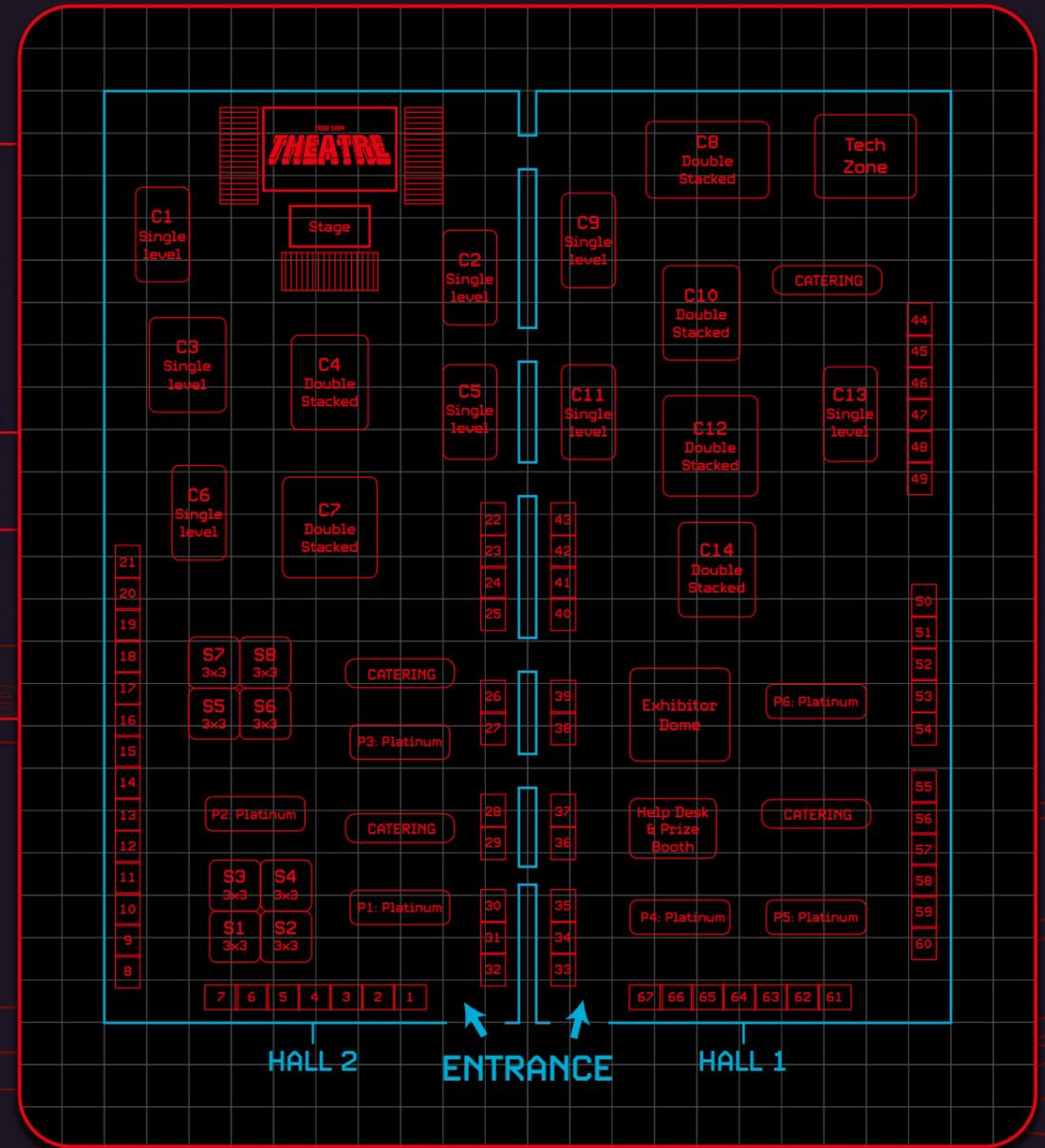
THE EXHIBITOR DOME IS A DEDICATED 48-SEAT PRESENTATION ARENA WITHIN THE TRADE SHOW. OVER TWO DAYS, EXHIBITORS WILL HOST CONCISE 20-MINUTE SESSIONS IN A FOCUSED ENVIRONMENT, GIVING YOU THE CLARITY TO EXPLORE THEIR SOLUTIONS AND EXPERTISE BEFORE TAKING THE CONVERSATION FURTHER.



TECH ZONE

SYSTEMS IN ACTION

THE TECH ZONE WILL SHOWCASE A WIDE RANGE OF AUTOMATION AND SMART INFRASTRUCTURE SOLUTIONS THAT SHOW REAL-WORLD INNOVATION IN ACTION. SEVERAL CLEANING ROBOTS, HIGHLIGHTING THE LATEST ADVANCEMENTS IN AUTONOMOUS FACILITY MAINTENANCE, ALONGSIDE A CONVERTED CLEANING ROBOT REPURPOSED FOR SECURITY MONITORING, WILL BE ON SHOW. THE ZONE ALSO FEATURES A "FOLLOW-ME" CARE ROBOT, A SMART VENDING DISPLAY MODEL, AND A DRONE CONFIGURED FOR BUILDING INSPECTIONS AND RAPID DEPLOYMENT. A MOCK-UP PETROL PUMP ADVERTISING SCREEN WILL ILLUSTRATE NEXT-GENERATION DIGITAL FORECOURT MEDIA SOLUTIONS, AND SPECIALIST SECURITY ROBOTS WILL DEMONSTRATE ADVANCED SURVEILLANCE CAPABILITIES.



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ACCOMMODATION



Rooms are available from Monday 27 April to Friday 1 May and can be booked via the SSA UK website at ssauk.com/2026. **We strongly recommend booking early to secure availability.**

Both official conference hotels are located just a two to three minute walk from the Telford International Centre, making it easier to move between the hotels for the conference sessions, the trade show, networking events and evening functions without the need for taxis or transport.

Breakfast is included. Bookings are non-refundable; however, they can be transferred to another name by contacting the hotel directly.



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Visit www.ssauk.com/2026 to access the dedicated booking links and secure your accommodation for the conference.

Accommodation is **not** included in your conference ticket and should be booked separately.



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THE VENUE



TELFORD INTERNATIONAL CENTRE, INTERNATIONAL WAY, TELFORD, SHROPSHIRE, TF3 4JH

One Level

The SSA UK Conference returns to the Telford International Centre in 2026. Proven. Central. Designed for scale.

The entire conference takes place on one level. No escalators. No split floors. No separation between content and commerce. From the moment you arrive, everything is positioned within a single connected footprint, making it easy to move between sessions, the Trade Show and networking areas without disruption.

One venue. One level. One complete experience.

BY RAIL

Telford Central Station is less than one mile from the venue. Approximately 15 minutes on foot or a short taxi journey. A regular bus service runs from the station to the venue roughly every 6 minutes.

BY ROAD

Its central UK location makes it accessible from across the country. Approximate drive times:

- Birmingham City Centre – 45 minutes
- Manchester City Centre – 1 hour 30 minutes
- Bristol City Centre – 1 hour 45 minutes
- Leeds City Centre – 2 hours 15 minutes
- London M25 – 2 hours 15 minutes

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Bonus Level

Whether you have a free afternoon, are extending your stay, or simply want to explore with colleagues after the sessions finish, the Shropshire area offers a rewarding mix of history, countryside and character, all within easy reach of the conference venue.

A short drive away, the ruins of Buildwas Abbey and Wenlock Priory offer striking medieval architecture set within the Shropshire countryside. For an even earlier chapter of history, Wroxeter Roman City reveals Roman Britain through extensive remains and a reconstructed townhouse dating back nearly 2,000 years.

Just ten minutes from Telford International Centre, Ironbridge is one of Britain's most important engineering landmarks. Opened in 1781, it was the world's first large-scale cast-iron bridge and remains a symbol of industrial innovation. Nearby, the Ironbridge Gorge Museums bring the Industrial Revolution to life through immersive exhibits and preserved Victorian streets.

We recommend going to ironbridge.org.uk to plan your visit



Not affiliated with SSA UK or the conference.

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TICKETS & PRICING



All prices listed are excluding UK 20% VAT

MEMBERS & SUBSCRIBERS

FULL PACKAGE

Includes all sessions (Members' Conference Sessions and Theatre) and access to trade show on both days and the awards dinner

£620

SESSIONS ONLY PACKAGE

Includes all sessions (Members' Conference Sessions and Theatre) and access to trade show on both days, but **NOT** the awards dinner

£480

ONE DAY – WED, 29 APRIL ONLY

Access to sessions (Members' Conference Sessions and Theatre) and trade show on Wednesday, 29 April, but no awards dinner

£280

ONE DAY – THUR, 30 APRIL ONLY

Access to sessions (Members' Conference Sessions and Theatre) and trade show on Thursday, 30 April, but no awards dinner

£280

AWARDS DINNER ONLY

Ticket to the Awards Dinner on Wednesday, 29 April

£200

Group Discount Offer

Buy 5 tickets, and get the 6th ticket free (discount applies to the lowest-priced ticket). Please contact pwild@ssauk.com to claim your complimentary ticket.

NON-MEMBERS

THEATRE SESSIONS ONLY PACKAGE

Includes theatre sessions only (both days), access to the trade show (both days), but **NOT** the awards dinner

£385

ONE DAY – WED, 29 APRIL ONLY

Includes theatre sessions only and access to the trade show on Wednesday, 29 April, but **NOT** the awards dinner

£235

ONE DAY – THUR, 30 APRIL ONLY

Includes theatre sessions only and access to the trade show on Thursday, 30 April, but **NOT** the awards dinner

£235

Note: Only full SSA UK members, Supplier members and Subscribers may attend the Members' Conference Sessions and Awards Dinner.

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